

PRESS RELEASE - Tuesday 12 March 2019

New report calls for people, not tech, to be at the heart of smart city planning

Failing to put people above technology in the planning of smart cities and transport networks could lead to divided and socially exclusive communities across the UK, says a new report published today (12 March 2019) by PwC and London Transport Museum in collaboration with international law firm Gowling WLG and the global transport and security company Thales.

Rethinking Smart Futures outlines a new vision for smart cities that are socially inclusive and focused on people, enabled by transport and powered by technology and data. The report identifies the challenges to achieving this vision and calls for central and local government, the public sector, and private industries to join forces to take forward key recommendations. These include:

- Defining a shared vision for the UK's smart future and re-defining measures for success
- Creating trusted and regulated processes and networks for data sharing that are resilient to cyber-attacks
- Establishing a new, regulated national transport framework for public-private procurement and investment in innovation and technology
- Collaboration between central and local government with the private sector to invest in and fund local schemes that support 'blue-sky' innovation

Rethinking Smart Futures draws on five expert roundtable discussions that took place with industry leaders, policy makers and academics throughout 2018 as part of *Interchange*, London Transport Museum's thought-leadership programme. In collaboration with Gowling WLG and Thales, *Interchange* provokes debate and discussion about the future of transport.

[Download the full report.](#)

Grant Klein, Transport leader at PwC said: "We found three key hurdles in developing smart cities: too much choice from an array of innovations; too many cooks with competing interests which can lead to inaction or disconnects; and when it comes to strategies, one size definitely doesn't fit all cities. Our report analyses how to navigate and overcome these roadblocks. There are elements of the 'smart city' emerging across the UK, tackling issues such as transport, health and data in cities

including Leeds, Birmingham and Manchester. But progress overall is still piecemeal across the UK. If we are to encourage economic growth and meet the evolving needs of our citizens, we need to step things up a gear and put transport at the heart of every decision.”

Sam Mullins OBE, Director, London Transport Museum said: “Often, the pursuit of new technologies has been the driving force behind our move toward a smarter future. But if the advancement of technology remains an end in itself and is not motivated by meeting the needs of people, then we risk creating smart cities and transport networks which result in communities across the UK becoming divided and socially exclusive. Bringing together perspectives from industry leaders, policy makers and academics, our latest *Interchange* report looks towards a smart future for the UK that is focused on people.”

Giles Clifford, Partner, Gowling WLG said: “New technologies have an immense power to change the way in which we all travel, work and live, but if this is seen solely as a commercial opportunity we will miss the really exciting possibilities to transform lives for the better. This report does not simply list what could be done but gives some real pointers as to how genuine change can be delivered. Adaptions to the legal framework, which is an essential part of the landscape in both fashioning and reflecting our societal response to changes of this magnitude, will need to be part of this to enable a genuinely imaginative and holistic approach to the opportunities.”

Mark Garrity, Director, Strategy Sales & Marketing for Thales Ground Transportation Systems said: “Transport is the bedrock of a Smart Future. Countries, cities, and transport operators are adapting to rapid urbanisation and the changing way people travel within and between cities. To enable this evolution, we need to understand, anticipate, and meet users’ needs in real time, through the use of data analytics and technology. This report articulates a roadmap that encourages collaboration across the public and private sector to facilitate connected, more intelligent journeys for a smarter, safer, future.”

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Notes to editors

About PwC

We are committed to the public sector, helping to shape strategy at the heart of government and improve results on the frontline. This is what inspires and guides our work – we see everyday the real difference the sector has and can make to people's lives. We bring the best of professional services to our public sector clients through the expertise and commitment of our people. We know times are uncertain yet we see great possibilities for UK public services. We use our cross-industry insights and our global perspectives to help make public services the best they can be for a fair future for the UK. Our latest thinking on this research programme can be found at pwc.blogs.com/governmentperspectives

About London Transport Museum

London Transport Museum is the world's leading museum of urban transport. Its collections are a window into the past, present and future of how transport keeps London moving, working and growing, and makes life in our city better. London Transport Museum's thought-leadership programme, Interchange, offers a line-up of thought-provoking and informed discussions, debates and publications for leading thinkers and decision-makers to consider the challenges and opportunities facing cities, transport and infrastructure, today and tomorrow. www.ltmuseum.co.uk

About Gowling WLG

Gowling WLG is an international law firm with more than 1,400 legal professionals in 19 cities worldwide. We provide our clients with in-depth expertise in key global sectors and a suite of legal services at home and abroad. We see the world through our clients' eyes, and collaborate across countries, offices, service areas and sectors to help them succeed, no matter how challenging the circumstances. <https://gowlingwlg.com/en/>

About Thales

The people we all rely on to make the world go round – they rely on Thales. Our customers come to us with big ambitions: to make life better, to keep us safer. Combining a unique diversity of expertise, talents and cultures, our architects design and deliver extraordinary high technology solutions. Solutions that make tomorrow possible, today. From the bottom of the oceans to the depth of space and cyberspace, we help our customers think smarter and act faster - mastering ever greater complexity and every decisive moment along the way. With 64,000 employees in 56 countries, Thales reported sales of €14.9 billion in 2016. <https://www.thalesgroup.com/en/countries/europe/united-kingdom>



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